



**Symbiosis Centre for Media and Communication, Pune**  
**Bachelor of Arts (Mass Communication)**  
**Programme Structure 2022-25**

1.	<b>OBJECTIVE</b>	Providing the industry with skilled and trained media professionals adept in all fields of communication at an entry level.			
2.	<b>DURATION (IN MONTHS)</b>	36 (Full Time)			
3.	<b>INTAKE</b>	120			
4.	<b>RESERVATION</b>	<b>I. Within the sanctioned intake</b>	<b>a) SC (In Percentage)</b>	<b>b) ST (In Percentage)</b>	<b>c) Differently abled (In Percentage)</b>
			15	7.5	3
		<b>II. Over and above the sanctioned intake</b>	<b>a) Kashmiri Migrants (In Seats)</b>	<b>b) International Students (In Percentage)</b>	
			2	15	
5.	<b>ELIGIBILITY</b>	Passed Standard XII (10+2) or equivalent examination from any recognised Board with a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste/ Scheduled Tribes).			
6.	<b>SELECTION PROCEDURE</b>	SET (Symbiosis Entrance Test), studio test, writing ability test, personal interaction and verification of documents			
7.	<b>MEDIUM OF INSTRUCTION</b>	English; some audio-visual case studies may be screened in Hindi, other regional / foreign languages (with English subtitles)			
8.	<b>PROGRAMME PATTERN</b>	Semester			
9.	<b>COURSE &amp; SPECIALIZATION</b>	As per Annexure A			
10.	<b>FEE</b>		<b>Academic Fee p.a</b>	<b>Institute Deposit</b>	<b>Total</b>
		<b>Indian Students</b>	330000	20000	350000
		<b>International Students (USD equivalent to INR)</b>	495000	20000	515000
11.	<b>ASSESSMENT</b>	All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% component as external [University] examination			
12.	<b>STANDARD OF PASSING</b>	The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.			
13.	<b>AWARD OF DEGREE/</b>	Bachelor of Arts (Mass Communication) degree will be awarded at the end of VI			

DIPLOMA/ CERTIFICATE		semester examination by taking into consideration the performance of all six semesters examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.					
14. CLASSIFICATION OF CREDITS							
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
<b>Media Communication - Journalism</b>							
1	20	0	0	0	0	1*	20
2	19	0	0	0	0	1*	19
3	4	2	14	0	0	1*	20
4	7	2	11	0	0	0	20
5	2	0	15	4	0	0	21
6	8	0	8	4	0	0	20
<b>Total</b>	<b>60</b>	<b>4</b>	<b>48</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>120</b>
<b>Media Communication - Audio Visual Production</b>							
1	20	0	0	0	0	1*	20
2	19	0	0	0	0	1*	19
3	4	2	14	0	0	1*	20
4	7	2	11	0	0	0	20
5	2	0	15	6	0	0	23
6	8	0	6	4	0	0	18
<b>Total</b>	<b>60</b>	<b>4</b>	<b>46</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>120</b>
<b>Communication Management - Advertising</b>							
1	20	0	0	0	0	1*	20
2	19	0	0	0	0	1*	19
3	4	2	14	0	0	1*	20
4	7	2	10	0	0	0	19
5	2	0	15	4	0	0	21
6	8	0	9	4	0	0	21
<b>Total</b>	<b>60</b>	<b>4</b>	<b>48</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>120</b>
<b>Communication Management - Public Relations</b>							
1	20	0	0	0	0	1*	20
2	19	0	0	0	0	1*	19
3	4	2	14	0	0	1*	20
4	7	2	10	0	0	0	19
5	2	0	15	4	0	0	21
6	8	0	9	4	0	0	21
<b>Total</b>	<b>60</b>	<b>4</b>	<b>48</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>120</b>
<b>Grand Total</b>							<b>120</b>
* Satisfactory completion of the non letter grade courses 'Integrated Disaster Management', 'Fitness for Life', 'Core Environmental Studies' is mandatory for the award of degree.							

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.  
Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.

Head - Academics

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**Symbiosis Centre for Media and Communication, Pune**  
**Bachelor of Arts (Mass Communication)**  
**Programme Structure 2022-25**

**Annexure A**

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	External (Jury)	Total Marks
<b>Semester : 1</b>								
<b>Generic Core Courses</b>								
T6604	0504220101	Political Science		2	30	20	0	50
T6334	0504220102	Basic Sociology		2	30	20	0	50
T6774	0504220103	Principles of Economics		2	30	20	0	50
T6218	0504220104	Glimpses of India: Post Independence		2	30	20	0	50
T5002	0504220105	Current Affairs		2	30	20	0	50
T5166	0504220106	Introduction to Aesthetics and Visual Communication		2	30	20	0	50
T5227	0504220107	Foundation of Photography		2	50	0	0	50
T6255	0504220108	Introduction to Theatre		2	50	0	0	50
T6180	0504220109	History of World Cinema		2	30	20	0	50
T2114	0504220110	Essentials of Marketing Management		2	30	20	0	50
T2883	0504220111	Core Environmental Studies *		0	0	0	0	Non Letter Grade
<b>Total</b>				<b>20</b>	<b>340</b>	<b>160</b>	<b>0</b>	<b>500</b>
<b>Semester : 2</b>								
<b>Generic Core Courses</b>								
T6754	0504220201	Business and Managerial Communication		3	75	0	0	75
T6457	0504220202	Psychology		2	30	20	0	50
T6001	0504220203	Media and Culture Studies		2	30	20	0	50
T3251	0504220204	Design Tools-I		2	50	0	0	50
T5731	0504220205	Mass Communication Theories and Practices		2	30	20	0	50
T5148	0504220206	Introduction to News Media		2	30	20	0	50
T5167	0504220207	Introduction to Audio-Visual Communication		2	30	20	0	50
T5135	0504220208	Introduction to Advertising		2	30	20	0	50
T5128	0504220209	Introduction to Public Relations		2	30	20	0	50
TH4095	0504220210	Fitness for Life *		0	0	0	0	Non Letter Grade
<b>Total</b>				<b>19</b>	<b>335</b>	<b>140</b>	<b>0</b>	<b>475</b>
<b>Semester : 3</b>								
<b>Generic Core Courses</b>								
T5802	0504220301	Development Sector Project		2	50	0	0	50
T3253	0504220302	Design Tools-III		2	50	0	0	50



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T4005	0504220303	Integrated Disaster Management *		0	0	0	0	Non Letter Grade
<b>Total</b>				<b>4</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>100</b>
<b>Generic Elective Courses Group</b>								
T6096	0504220304	Creative Writing		2	30	20	0	50
T5531	0504220305	Gender & Sexuality		2	30	20	0	50
<b>Total Required Credits</b>				<b>2</b>	<b>30</b>	<b>20</b>	<b>0</b>	<b>50</b>
<b>Specialization Core Courses : Media Communication</b>								
T6099	0504220306	An Overview of World Literature	Media Communication	2	30	20	0	50
T6219	0504220307	Milestones in the World Civilizations: The Post-war World	Media Communication	2	30	20	0	50
T5169	0504220308	Introduction to Camera and Lighting	Media Communication	2	50	0	0	50
T5170	0504220309	Introduction to Audio-Visual Post Production	Media Communication	2	30	20	0	50
T5149	0504220310	Basic News Reporting	Media Communication	2	30	20	0	50
T5150	0504220311	Tools and Techniques of Editing	Media Communication	2	30	20	0	50
T5175	0504220312	Fundamentals of Scripting	Media Communication	2	30	20	0	50
<b>Total</b>				<b>14</b>	<b>230</b>	<b>120</b>	<b>0</b>	<b>350</b>
<b>Specialization Core Courses : Communication Management</b>								
T2117	0504220313	Consumer Behaviour	Communication Management	2	30	20	0	50
T2129	0504220314	Essentials of Brand Management	Communication Management	2	30	20	0	50
T2213	0504220315	Business Statistics	Communication Management	2	30	20	0	50
T2139	0504220316	Digital Marketing	Communication Management	2	30	20	0	50
T2339	0504220317	Introduction to Entrepreneurship	Communication Management	2	30	20	0	50
T5991	0504220318	CSR & Public Relations	Communication Management	2	30	20	0	50
T5628	0504220319	Film Making	Communication Management	2	50	0	0	50



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<b>Total</b>				<b>14</b>	<b>230</b>	<b>120</b>	<b>0</b>	<b>350</b>
<b>Semester : 4</b>								
<b>Generic Core Courses</b>								
T5067	0504220401	Management Perspective in Media and Communication Businesses		3	45	30	0	75
T5146	0504220402	Fundamentals of Media Research Methodology		2	30	20	0	50
T5802	0504220403	Industry Project		2	50	0	0	50
<b>Total</b>				<b>7</b>	<b>125</b>	<b>50</b>	<b>0</b>	<b>175</b>
<b>Generic Elective Courses Group</b>								
T2387	0504220404	Global Business Environment		2	30	20	0	50
T1350	0504220405	Right to Information Law		2	30	20	0	50
<b>Total Required Credits</b>				<b>2</b>	<b>30</b>	<b>20</b>	<b>0</b>	<b>50</b>
<b>Specialization Core Courses : Media Communication</b>								
T5174	0504220406	Introduction to Audiography and Music	Media Communication	2	30	20	0	50
T5155	0504220407	Layout and Design for Print Publications	Media Communication	2	50	0	0	50
T5157	0504220408	Television News Production	Media Communication	2	30	20	0	50
T5026	0504220409	Radio Programming	Media Communication	2	50	0	0	50
T6023	0504220410	Film, Documentary and TV Appreciation	Media Communication	3	45	30	0	75
<b>Total</b>				<b>11</b>	<b>205</b>	<b>70</b>	<b>0</b>	<b>275</b>
<b>Specialization Core Courses : Communication Management</b>								
T5137	0504220411	Fundamentals of Integrated Marketing Communication	Communication Management	2	30	20	0	50
T2613	0504220412	Social Media Marketing	Communication Management	2	30	20	0	50
T5097	0504220413	Event Management	Communication Management	2	50	0	0	50
T5481	0504220414	Overview of Media Industry and Planning	Communication Management	2	30	20	0	50
T5138	0504220415	Fundamentals of Advertising Creative and Copywriting	Communication Management	2	50	0	0	50
<b>Total</b>				<b>10</b>	<b>190</b>	<b>60</b>	<b>0</b>	<b>250</b>
<b>Semester : 5</b>								



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<b>Generic Core Courses</b>								
T5802	0504220501	Industry Project		2	50	0	0	50
<b>Total</b>				<b>2</b>	<b>50</b>	<b>0</b>	<b>0</b>	<b>50</b>
<b>Specialization Core Courses : Media Communication</b>								
T5231	0504220502	Introduction to Documentary Filmmaking	Media Communication	3	45	30	0	75
T5974	0504220503	Digital Humanities: Media and Communication in the Digital Era	Media Communication	2	30	20	0	50
<b>Total</b>				<b>5</b>	<b>75</b>	<b>50</b>	<b>0</b>	<b>125</b>
<b>Specialization Core Courses : Media Communication - Journalism</b>								
T5624	0504220504	Basics of Data Journalism	Media Communication - Journalism	2	50	0	0	50
T5029	0504220505	Online Journalism	Media Communication - Journalism	2	30	20	0	50
T5690	0504220506	Photojournalism	Media Communication - Journalism	2	50	0	0	50
T5479	0504220507	Health, Environment, Science and Technology Reporting	Media Communication - Journalism	2	30	20	0	50
T5151	0504220508	Fundamentals of Feature Writing	Media Communication - Journalism	2	50	0	0	50
<b>Total</b>				<b>10</b>	<b>210</b>	<b>40</b>	<b>0</b>	<b>250</b>
<b>Specialization Elective : Media Communication - Journalism</b>								
T5124	0504220509	Fundamentals of Development Communication	Media Communication - Journalism	2	30	20	0	50
T5540	0504220510	Political Communication & Social Movements	Media Communication - Journalism	2	30	20	0	50
T5626	0504220511	Regional and Rural Journalism	Media Communication - Journalism	2	30	20	0	50
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>100</b>
<b>Specialization Core Courses : Media Communication - Audio Visual Production</b>								



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T5058	0504220512	Production Design	Media Communication - Audio Visual Production	2	30	20	0	50
T5140	0504220513	Introduction to Advertising Filmmaking	Media Communication - Audio Visual Production	2	30	20	0	50
T5994	0504220514	Out of the Box: A Conceptual AV Production Studio	Media Communication - Audio Visual Production	2	30	20	0	50
T5698	0504220515	Screenwriting	Media Communication - Audio Visual Production	2	30	20	0	50
T5181	0504220516	Introduction to Production Management	Media Communication - Audio Visual Production	2	30	20	0	50
<b>Total</b>				<b>10</b>	<b>150</b>	<b>100</b>	<b>0</b>	<b>250</b>
<b>Specialization Elective : Media Communication - Audio Visual Production</b>								
T5984	0504220517	Directing Actors and Fundamentals of Direction	Media Communication - Audio Visual Production	3	75	0	0	75
T5474	0504220518	Sound Design	Media Communication - Audio Visual Production	3	75	0	0	75
T5727	0504220519	Advance Post Production	Media Communication - Audio Visual Production	3	75	0	0	75
<b>Total Required Credits</b>				<b>6</b>	<b>150</b>	<b>0</b>	<b>0</b>	<b>150</b>
<b>Specialization Core Courses : Communication Management</b>								
T6749	0504220520	Design Thinking	Communication Management	2	30	20	0	50
T5972	0504220521	Communication Management Research	Communication Management	2	30	20	0	50
T2121	0504220522	Customer Relationship Management	Communication Management	2	30	20	0	50







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T2148	0504220523	Retail Marketing	Communication Management	2	30	20	0	50
T5985	0504220524	Luxury Brand & Marketing Communications	Communication Management	1	25	0	0	25
<b>Total</b>				<b>9</b>	<b>145</b>	<b>80</b>	<b>0</b>	<b>225</b>
<b>Specialization Elective : Communication Management</b>								
T2584	0504220525	Human Resource Management	Communication Management	2	30	20	0	50
T2938	0504220526	Organization Behaviour and Leadership	Communication Management	2	30	20	0	50
T2141	0504220527	Rural Marketing	Communication Management	2	30	20	0	50
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>100</b>
<b>Specialization Core Courses : Communication Management - Advertising</b>								
T5140	0504220513	Introduction to Advertising Filmmaking	Communication Management - Advertising	2	30	20	0	50
T5142	0504220528	Introduction to Campaign Planning and Production	Communication Management - Advertising	2	50	0	0	50
T5144	0504220529	Introduction to Advertising Strategy	Communication Management - Advertising	2	30	20	0	50
<b>Total</b>				<b>6</b>	<b>110</b>	<b>40</b>	<b>0</b>	<b>150</b>
<b>Specialization Core Courses : Communication Management - Public Relations</b>								
T5988	0504220530	Corporate Film Production	Communication Management - Public Relations	2	30	20	0	50
T5968	0504220531	Public Relations Campaign Planning	Communication Management - Public Relations	2	30	20	0	50
T5080	0504220532	Advanced PR Writing Skills	Communication Management - Public Relations	2	50	0	0	50
<b>Total</b>				<b>6</b>	<b>110</b>	<b>40</b>	<b>0</b>	<b>150</b>
<b>Semester : 6</b>								
<b>Generic Core Courses</b>								
T5802	0504220601	Industry Project		2	50	0	0	50



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T5448	0504220602	Practical: Creation of a Newspaper/Film/Marketing/Communication-AD,PR Events with New Media		4	100	0	0	100
T5701	0504220603	Dissertation		2	30	20	0	50
<b>Total</b>				<b>8</b>	<b>180</b>	<b>20</b>	<b>0</b>	<b>200</b>
<b>Specialization Core Courses : Media Communication - Journalism</b>								
T5465	0504220604	Media Laws, Ethics and Policies	Media Communication - Journalism	2	30	20	0	50
T6286	0504220605	International Relations Theory and Contemporary World Order	Media Communication - Journalism	2	30	20	0	50
T5627	0504220606	Understanding Public Policy	Media Communication - Journalism	2	30	20	0	50
T5689	0504220607	Basics of Finance, Economics and Business Journalism	Media Communication - Journalism	2	30	20	0	50
<b>Total</b>				<b>8</b>	<b>120</b>	<b>80</b>	<b>0</b>	<b>200</b>
<b>Specialization Elective : Media Communication - Journalism</b>								
T6284	0504220608	Contemporary India and The World	Media Communication - Journalism	2	30	20	0	50
T1602	0504220609	Criminal Justice and Human Rights	Media Communication - Journalism	2	30	20	0	50
T5165	0504220610	Development & Civic Journalism	Media Communication - Journalism	2	30	20	0	50
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>100</b>
<b>Specialization Core Courses : Media Communication - Audio Visual Production</b>								
T5186	0504220611	Introduction to Television Channel Management and Programming	Media Communication - Audio Visual Production	2	30	20	0	50
T5630	0504220612	Film Marketing and Distribution Models	Media Communication - Audio Visual Production	2	30	20	0	50



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T5505	0504220613	Introduction to Animation	Media Communication - Audio Visual Production	2	30	20	0	50
<b>Total</b>				<b>6</b>	<b>90</b>	<b>60</b>	<b>0</b>	<b>150</b>
<b>Specialization Elective : Media Communication - Audio Visual Production</b>								
T6183	0504220614	History of Indian Cinema	Media Communication - Audio Visual Production	2	30	20	0	50
TMC500 1	0504220615	Introduction to Asian Cinema	Media Communication - Audio Visual Production	2	30	20	0	50
T5996	0504220616	Key Film Auteurs and Film Styles	Media Communication - Audio Visual Production	2	30	20	0	50
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>100</b>
<b>Specialization Core Courses : Communication Management</b>								
T2145	0504220617	Sustainable Marketing	Communication Management	2	30	20	0	50
T5965	0504220618	Personal & Image Brand Communications	Communication Management	1	25	0	0	25
<b>Total</b>				<b>3</b>	<b>55</b>	<b>20</b>	<b>0</b>	<b>75</b>
<b>Specialization Elective : Communication Management</b>								
T2769	0504220619	Basics of Financial Management	Communication Management	2	30	20	0	50
T2783	0504220620	Corporate Governance and Ethics	Communication Management	2	30	20	0	50
T2125	0504220621	Marketing Strategy	Communication Management	2	30	20	0	50
<b>Total Required Credits</b>				<b>4</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>100</b>
<b>Specialization Core Courses : Communication Management - Advertising</b>								
T5979	0504220622	Advertising and Society	Communication Management - Advertising	2	30	20	0	50
T2144	0504220623	Sports and Entertainment Marketing	Communication Management - Advertising	2	50	0	0	50





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T5956	0504220624	Content Marketing	Communication Management - Advertising	2	30	20	0	50
<b>Total</b>				<b>6</b>	<b>110</b>	<b>40</b>	<b>0</b>	<b>150</b>
<b>Specialization Core Courses : Communication Management - Public Relations</b>								
T5950	0504220625	Cases in Public Relations Strategy	Communication Management - Public Relations	1	25	0	0	25
T5998	0504220626	Public Policy, Media and Advocacy	Communication Management - Public Relations	1	25	0	0	25
T5133	0504220627	Introduction to Corporate Communication Practices	Communication Management - Public Relations	2	30	20	0	50
T5989	0504220628	Crisis Management in Public Relations	Communication Management - Public Relations	2	30	20	0	50
<b>Total</b>				<b>6</b>	<b>110</b>	<b>40</b>	<b>0</b>	<b>150</b>



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
<b>Media Communication - Journalism</b>				
Semester 1	4	16	20	500
Semester 2	5	14	19	475
Semester 3	6	14	20	500
Semester 4	6	14	20	500
Semester 5	8	13	21	525
Semester 6	6	14	20	500
<b>Total</b>	<b>35</b>	<b>85</b>	<b>120</b>	<b>3000</b>
<b>Media Communication - Audio Visual Production</b>				
Semester 1	4	16	20	500
Semester 2	5	14	19	475
Semester 3	6	14	20	500
Semester 4	6	14	20	500
Semester 5	8	15	23	575
Semester 6	6	12	18	450
<b>Total</b>	<b>35</b>	<b>85</b>	<b>120</b>	<b>3000</b>
<b>Communication Management - Advertising</b>				
Semester 1	4	16	20	500
Semester 2	5	14	19	475
Semester 3	6	14	20	500
Semester 4	6	13	19	475
Semester 5	5	16	21	525
Semester 6	9	12	21	525
<b>Total</b>	<b>35</b>	<b>85</b>	<b>120</b>	<b>3000</b>
<b>Communication Management - Public Relations</b>				
Semester 1	4	16	20	500
Semester 2	5	14	19	475
Semester 3	6	14	20	500
Semester 4	6	13	19	475
Semester 5	5	16	21	525
Semester 6	9	12	21	525
<b>Total</b>	<b>35</b>	<b>85</b>	<b>120</b>	<b>3000</b>